

Centralites Stage Contests, Earn Community Honors



Sue Moses, of 117, Terre Haute, Ind., represents an Army Reserve group during Armed Forces Week.



The Russian all-star basketball team stops for a shopping spree at Kresge 228, Indianapolis, Ind.



Assistant Manager Albert Longner prepares for summer drink rush at 4879, Fort Wayne, Ind.



Sandy Kracko reigns as Skate Board Queen during a downtown event promoting sidewalk surfing. Sandy, of 628, in Saginaw, Mich., said: "I never knew royalty could have so many bruises."



Skateboard Mania Rolls Into 131

Assistant Cyril Bradley (l to r), Manager Darwin Wilson and Assistant Edward Schiappacasse demonstrate the skateboard, one of the best spring sellers at 131 in Ann Arbor, Mich.

were many injuries, no one from 237 was hurt. Bookkeeper Charlotte Koejm's barn was blown from its foundation and several windows in her house were broken. Cashier Louisa Hodgen's house trailer was completely destroyed. She was unable to find even a piece of it. Manager Leon R. Townsend donated \$200 worth of Easter candy to children in the disaster area. He and Mrs. Townsend distributed it themselves.

Inkster, Mich. Kresge 406 — Esther McDaniel, household department head, reported that sales were terrific during the Contact Contest.

Kresge 433 Wins in Blouse Contest

Saginaw, Mich. Kresge 433 — With the cooperation of all four store teams competing, Kresge 433 won first place in the Blouse Contest. Steak dinners were served to the winning team members and Helen Cochran, department head of ready-to-wear, won a \$400 savings bond.

Ann Arbor, Mich. Kresge 460 — Manager Robert Maten and Wini Brown, ready-to-wear department head, each won a \$250 savings bond for placing second in the Blouse Contest.

Fraser, Mich. Kresge 571 — Chris Filthaut, infantwear, reported that the recent Baby Week sales promotion was a huge success. . . . Simcoe's Friend, lingerie, received a shipment of nude lingerie and said she expects lots of enthusiasm among shoppers about it. . . . Cordelia Jankowski was promoted to stock-room manager.

Indianapolis, Ind. Kresge 582 — High sales were the result of a promotion of 6,000 geraniums and budding plants, wrote Reporter Cathy Hutchison. . . . Department heads set up special displays for the annual pre-500 race Midnight Madness Sale, held May 28.

C. W. Renne Is Head of Merchants

Richmond, Ind. Kresge 597 — Manager Charles W. Renne was elected president of the Gateway Merchants Association on April 12. . . . The store went over its quota in the G. E. Bulb Contest. . . . The Gateway Shopping Center celebrated its anniversary sale on May 15.

Muskegon, Mich. Kresge 626 — Susan Carlisle's senior theme was chosen the best in her class. The idea for her topic originated at Kresge 626. Susan and another part-timer, Mike Sipe, are both June graduates of Muskegon High School. . . . The store bowling team placed third in their division. It was the team's first year of competition.

East Lansing, Mich. Kresge 632 — Emily Nelson, toy department head, received a Courtesy Citation from the local Rotary Club. During an East Lansing courtesy program held in connection with Michigan Week, the Rotary Club presented two citizens each week with Courtesy Citations. "She is always so courteous, smiling and willing to help one," wrote the woman who nominated Emily for the honor. The woman added: "She understands one's needs." "I like to work in a public place and I try to help the customers in every way I can," Emily explained. She said: "One customer I waited on couldn't speak English so I drew what I thought she wanted. Then she finished the drawing and I was able to tell what she wanted. I really enjoy helping people find what they need and I always try to offer suggestions."



Robert Fisher (left) and David Detweiler practice dropping ping-pong balls on Charles Wilkinson prior to the ping-pong ball drop staged by 4828, South Bend, Ind. They reported successful results.

K mart 4039 Sponsors Ping-Pong Ball Drop

South Bend, Ind. K mart 4039 — The ping-pong ball drop was considered a total success, wrote Reporter Lorraine Nicodemus. The balls were dropped from a helicopter by Charles Wilkinson, advertising manager. One load of balls hit the roof where the assistant managers rescued them. Customers commented on what a good idea it was and others asked when the next drop was to take place. The gifts included such items as lawnmowers, bicycles, pool, fertilizer and thousands of others.

Wheeling, W. Va., Jupiter 6500 — Madeline Hebrank, sales, has assumed the duties of KRESGE NEWS store reporter for Jupiter 6500. . . . Los Stock looks forward to entering the Kresge training program in June when he completes his last semester of school.

Ashland, O., Jupiter 6515 — The outdoor garden shop for Mother's Day and Memorial Day proved a big success, wrote Reporter Peggy Burke. . . . Staffers anxiously awaited the annual store picnic. . . . Three staffers — Percy Malina, stockroom; Janis Blasco, check-out cashier; Susie Strandman, food department — graduate from high school this month.

Marion, Ind., Jupiter 6519 — Manager George E. Smeltz Jr. won first prize for his coin collection in the Grant County Coin Show held in Marion. Ever since Manager Smeltz was transferred to Marion from California, the area has suffered from snow, rain and tornadoes, and staffers hoped the first prize made it up to him. . . . Reporter Virginia McCrary and her husband were winners in a contest sponsored by her husband's insurance company. They will choose either a stereo or a deep freezer as their prize. . . . Lawn mowers and lawn furniture were top sellers in May, said Reporter McCrary.

Kresge 681 Produces First Art Show

Birmingham, Mich. Kresge 681 — May 17 to May 23 marked the first annual Student Art Show at 681. Produced by Manager Edward Evers, it was sponsored by Hope Picture Frame Company which offered three savings bonds as prizes. Eleanor Gador, department head, directed the show and promoted artists' supplies and equipment and framed pictures during the event. Craftists also donated a \$20 set of oil paints for a prize. Customers brought in over 50 of their own creations on canvas and paper. The store also initiated a Student Artists Club whose members will receive a 10 percent discount on artists' supplies. Manager Evers said the show generated great enthusiasm among shoppers.

Saginaw, Mich. K mart 4038 — Employees honored Alvia Brink at a party on her retirement after 30 years of service with the Kresge Company. Alvia began her Kresge career in 1945 at Kresge 428, Saginaw, where she was in charge of the millinery department. At 4038 she headed the infantwear department.

'A Wholesome, Physical Drink'

Detroit, Mich. Kresge 1 — Because Kresge's serves some of the best cups of coffee in town, a British friend sent Bookkeeper Freda Pollock a newspaper ad that advertised the best cup of coffee in London, England. The ad read: "The following advertisement was published in London, England, May 19, 1957: 'In Bartholomew Lane, on the backside of the old exchange, the drink called COFFEE, which is a very wholesome and physical drink, having many excellent virtues. It closes the orifice of the stomach, fortifies the heart within, helpeth digestion, quickeneth the spirits, maketh the heart lightome, it is good against sore eyes, coughs or cold, rheum, consumption, headache, morning and scury, king's evil and many others. It is sold this morning and at 3 of the clock after noon.' We don't make these claims anymore—all we can do is give you a good cup of coffee. In fact, the best cup of coffee in town. Only . . . 10¢."